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*List of Charts Used at Pastors' Conferences—*

1. Relative educational resources of leading denominations.
2. Many are called but few are chosen.
3. Church membership ratio in the general population; in the colleges.
4. Cost of education for one year to the country; to church.
5. Distribution of students by departments in a typical state university; in a typical college.
6. Education of missionary force of Southern Methodist Church.
7. One state university beside 50 colleges.
8. Life work of college graduates.
9. Occupations of parents of ministers.
10. What education costs the college per student.
11. Ratio of seminary students with college training.
12. Religious production curve of two colleges in the same state.
13. What one college has contributed to the foreign field.
14. Relative attendance in higher education.
15. Relative growth of public and private colleges.
16. Relative growth of public and private secondary schools.
17. Why increase teachers' salaries?
18. Be ready.
19. An educated democracy.

*List of Paid Interchurch Advertisements—*

1. Who gave America her colleges? Full page. Atlantic, Scribner's, Century, Harper's, World's Work, etc.
2. What kind of country shall we leave him? Full page. Youth's Companion, St. Nicholas, Everyland, also poster form and New Jersey newspapers.
3. If the money we spent trying to catch Villa. Two pages. Red Cross.
4. The world is short five thousand missionaries. Full page. Religious press, 800 papers.
5. Go ye into all the world. Full page. Saturday Evening Post.
6. A fifty-two cent raise of salary. Full page. McClure's and Religious press, 800 papers.

7. Now the church has taken a leaf from successful business. Full page. Religious press, 800 papers.
8. He found them slaves, He made them companions. Full page. Needle Craft, Today's Housewife. Double page, People's Home Journal. Poster form.
9. Of such is the kingdom of heaven. Full page. Mothers' Magazine. Also poster form.
10. Who owns all this? Full page. Religious press, 800 papers.
11. I have wondered that the church should stoop. Full page. Religious press, 800 papers.
12. Have you ever stopped to think? Full page. General magazines.
13. Something big is going to happen in our church next Sunday. 167 Metropolitan dailies in 74 cities.
14. Something happened in our church last Sunday. General magazines. 167 Metropolitan dailies in 74 cities.
15. On Washington's Birthday. 167 Metropolitan dailies in 74 cities.
16. Lincoln's Steward of Almighty God. 167 Metropolitan dailies in 74 cities.
17. The price of one tire for God. General magazines, full page. Also 167 Metropolitan dailies in 74 cities.
18. Many other smaller ads in Metropolitan papers.

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#### FOUR MINUTE TALKS ON AMERICAN EDUCATION

Numerous opportunities will be afforded, in the churches and other public places, during the coming Interchurch campaign, to present short snappy addresses, setting forth the challenges and needs in the field of Christian Education. That this most effective means of presenting the claims of these institutions to the public may not be neglected, but pushed with vigor, the following "four minute speeches" are offered as suggestions.

##### A—FOUR MINUTE TALK ON AMERICAN EDUCATION

Again the S. O. S. call comes to the youth of America. It came in Colonial days and the Minute Men of Lexington and Concord made adequate reply. At another crisis in our history, President Lincoln issued a call for seventy-five thousand volunteers for three months and hundreds of thousands of boys answered for three years and more. Once more the bugle